



ECM SPRING MEETING NICE

February 20-23, 2013

How tourism shapes tomorrow's cities



Welcome to Nice !

Dear colleagues, dear friends,

Nice is truly honoured to welcome you and have such a rich panel of the industry professionals attending the ECM Spring seminar in Nice.

Many changes lie ahead for the association and the best is yet to come in terms of building recognition of the major role that cities are playing and will play in both the tourism and global economies of the future.

As cities are changing constantly, the idea of the role played by the weight of the tourism economy in these structural projects becomes more and more interesting. How do all the actors involved listen and consider tourism in their reflexion on shaping new areas, business districts, convention and exhibition centres, hotels, mobility, access, communications, as attractiveness elements for the outside world, while keeping in mind the quality of life for locals?

City tourism has never been so important as today, and far less than tomorrow. Nice has been a major destination for more than 200 years, and is currently totally reshaping from the inside with major projects that are planned on a 30-year span. Tourism counts for half of the local economy, you will see the role it plays in these projects.

Carnival is 140 years old this year, we are very happy to share with you this event that inspired many others in the world, and we hope you will enjoy the show and festivities, the Côte d'Azur sun and flowers, and the friendship of this great ECM group.

On behalf of the city and people of Nice, I wish you a very good stay and a warm Welcome!



A stylized black ink signature of Denis Zanon.

Denis Zanon
CEO, Nice Convention and
Visitors Bureau



A stylized black ink signature of Dieter Hardt-Stremayr.

Dieter Hardt-Stremayr
Managing Director, Graz Tourismus
President, European Cities Marketing



A stylized black ink signature of Garry White.

Garry White
CEO, European Cities Marketing

Why Nice

10 good reasons to choose Nice for your next event : Capital of the French Riviera, Nice and its area is, after Paris, the leading tourist destination in France and one of the most popular in the world. The ideal conditions are met here to combine work with relaxation!

- A city at the heart of excellence

Nice is the capital of a cutting edge technology environment with an outstanding centre for scientific and medical research situated near the Sophia-Antipolis science Park and the University of Nice-Sophia-Antipolis.

- An international gateway near the city centre

Nice Côte d'Azur airport, located just 15 minutes from the city centre, serves 104 destinations in over 30 countries with 55 airlines. high speed rail links (TGV) to Europe's main cities and a number of motorway links wonderfully complement the city's air links.

- A gentle climate all year round

Nice enjoys an exceptional microclimate which is part of what the city is well-known for. The city looks over the Mediterranean, but is protected from the wind by the backdrop of hills. The unique Bay of Nice truly symbolises the Riviera lifestyle, and has been a tourist Mecca for almost two centuries.

- The city between the Mediterranean and the Alps

Nice, the capital of the French Riviera, provides easy and fast access to the whole of the coastal area as well as to the mountain resorts and the Mercantour national Park, just one and half hours from the coast. in this natural setting, any season is perfect for incentive trips and to undertake unusual tours and voyages of discovery.

- A cosmopolitan and multicultural destination

Thanks to its climate and the special quality of the light, Nice has always drawn in visitors and artists from all parts of the world. its cultural heritage bears witness to the unique diversity of the city's numerous periods, from classical times to modern era. The city and surrounding region feature the highest number of foundations, museums and art galleries after Paris.

- Land of creativity

A festive atmosphere reigns all year round with over 2 000 shows and exhibitions each year. In February, the nice carnival, the largest event on the Riviera in the winter, attracts over a million visitors, and has been running for almost 130 years.

- A convention centre right in the heart of the city

Located in the town centre, just twenty minutes from the nice Côte d'Azur airport, the acropolis centre (one of the largest in Europe) offers 38 000 m2 of scalable spaces, and 5 auditoria with 250 to 2 500 seats.

- A hotel stock near the acropolis conference centre

Now, the majority of hotels for conference-goers can be reached quickly by tram, with services running from the Place Masséna to the acropolis. in addition, most hotels are located within walking distance (about 15 minutes) from the convention centre.

- A full range of customised services

Whether they be conferences or seminars, conventions or trade fairs, product launches or sales promotions, each project is made unique and given top priority, this is purported by the quality charter « Meetings industry ».

- Spreading the know-how: Nice convention and visitors' bureau just for you

The Nice convention and visitors' bureau is there to provide you with all the help you need to ensure your event is a success. The bureau offers help, advice and an impeccable level of expertise. Nice cultivates modernity and dynamism.

PROGRAMME

CONFERENCE VENUE: PALAIS DE LA MEDITERRANEE

WEDNESDAY 20TH FEBRUARY

- 09.00 - 12.00 **Knowledge Group Research & Statistics**
Chaired by Olivier Ponti (Amsterdam)
*Group members only**
- 10.00 - 12.00 **Meetings Industry Steering Group**
Chaired by Anne Walinn Rodven (Oslo)
*Committee members only**
- 12.00 - 13.30 Lunch at own expense at Restaurant Sarao
(please contact Katy Schmitt if you wish to join)

13.30 - 17.30 **Best Practice Session for members of the Meetings Industry Forum**

Hybrid meetings

by Maarten Vanneste, CEO, Abbit meeting support

How International associations chose destinations for their events

by Linda Olivereau, Head of Department,
European Society of Cardiology

How to collect congress statistics

by Annik Bogaert, Director,
Antwerp Tourism and Congress
& Zlatan Muftic, Convention Bureau Director,
Zagreb Tourist Board & Convention Bureau

How to organise a Fam trip from Brazil

by Elif Balci Fisunoglu, General Manager,
Istanbul Convention & Visitors Bureau

- 13.30 - 15.00 **ECM Seminars Steering Group**
Chaired by Gillian Cruddas, York
*Group members only**

- 14.00 - 15.00 **Knowledge Group Online Marketing and Sales**
Chaired by Olivier van de Kerchove (Brussels)
Open to observers

- 14.00 - 15.00 **Editorial Board ECM Benchmarking Report**
Chaired by Clemens Költringer (Vienna)
*Group members only**

- 15.00 - 15.30 Coffee Break

- 15.30 - 17.00 **Knowledge Group Culture and Events**
Chaired by Catherine Dardenne (Brussels)
*Group members only**

- 19.30 Gathering in the lobby of Palais de la Méditerranée

- 20.00 Cocktail Reception at Palais Sarde sponsored by the General Council
address : 10 rue de la Préfecture
dress code : cocktail

*Group / Committee members only : please find all Committee and Knowledge Group members on www.europeancitiesmarketing.com

Parallel session

WEDNESDAY 20TH FEBRUARY

13.00 - 17.00 **CRUISE DESTINATION FORUM**

"Improving the competitiveness of cities as cruise destinations"

The forum is relevant for cities with a sea, lake or river cruise product.

Key-note addresses followed by a round-table discussion.

Key areas to be explored :

- **Improving Welcome for cruise visitors**
- **Developing the City product/experience for cruise visitors**
- **Assessing the Competition**
- **Developing and improving City Itineraries for cruise**
- **Converting Cruise visitors into staying guests**
- **Quantifying the impact of cruise on cities**
- **Marketing cities as cruise destinations**

Speakers

David Selby, Managing Director, Travelyields (moderator)

Bo Nylandsted Larsen, Director of Cruise Baltic and Cruise Copenhagen network

Laurent Monsaingeon, Director of French Riviera ports

Carla Salvado, Director, Med Cruise

Joost Ouendag, Vice President, Product Marketing, Viking River Cruises

Location : Villefranche sur Mer

12:00 Gathering in the lobby of Palais de la Méditerranée

12.30 Finger food

13.00 - 17.00 Forum

17.00 - 17.30 Visit of Villefranche sur Mer harbor station



THURSDAY 21ST FEBRUARY

HOW TOURISM SHAPES TOMORROW'S CITIES

09.00 - 09.15 **Welcome & opening**

Garry White, CEO, European Cities Marketing

09.15 - 09.55 **Introduction by the Conference
Chairman**

Hans Dominicus, Director Research, Development and
Market Intelligence,
Amsterdam Tourism & Convention Board

CHAPTER ONE - INFRASTRUCTURE AND THE CITY

09.55 - 10.15 **The role of Singapore Tourist Board in
the creation of Marina Bay Sands and its
role in opening up the Chinese Market**

Garry White, CEO, European Cities Marketing

10.15 - 10.35 **The role of politicians in shaping city
business tourism**

Tom Hulton, Director of International Relations, IMEX

10.35 - 10.45 **Questions and Answers**

10.45 - 11.15 Coffee break

While enjoying your coffee, **discover ECM new logo and
branding!**
presented to you by Laure Chapey, La Folle Entreprise

CHAPTER TWO - ARTS PROJECTS AND THE CITY

11.15 - 11.35 **Rejecting the Guggenheim museum in
Helsinki**

Saska Saarikoski, journalist, Helsinki Sanomat

11.35 - 11.55 **Loving the MAS museum and «the little
island»**

Annick Bogaert, Director, Antwerp Tourism & Congress

11.55 - 12.00 **Questions and Answers**

12.00 - 13.30 Lunch

CHAPTER THREE - QUALITY OF LIFE AND THE CITY

13.30 - 13.45 **Retail in the city**

Richard Dickinson, CEO, New West End London

13.45 - 14.00 **Retail out of the city**

Elena Foguet, Business Director Spain,
Value Retail Europe outlet shopping

14.00 - 14.30 **Retail debate**

14.30 - 14.50 **The impact of Cruise on Baltic Cities**

Bo Nylandsted, Director Cruise Baltic

14.50 - 15.10 **Barcelona - Residents vs Tourists -
creating a shared strategy and vision for
the city and «temporary citizens»**

Ignacio de Delàs, Deputy General Manager,
Turisme de Barcelona

15.10 - 15.20 **Questions and Answers**

15.20 - 15.50 Coffee Break

While enjoying your coffee, **discover ECM new logo and
branding!**
presented to you by Laure Chapey, La Folle Entreprise

CHAPTER FOUR - CULTURE AND CREATIVITY IN THE CITY

15.50 - 16.10 **The Cultural / Creative / Collaborative
City**

Greg Richards, Lecturer, University of Tilburg, Netherlands

16.10 - 16.15 Julia Handelman-Smith, Head of Programmes and Partnership,
British Council Creative Cities Project

16.15 - 16.20 Mathieu Jatou, Director of Montreux Jazz Festival

16.20 - 16.50 **Debate and discussion**

16.50 - 17.00 **Questions and Answers**

CONCLUSIONS AND SUMMARY

17.00 - 17.10 **Summary by Conference Chairman**

17.10 - 17.20 **Invitation to attend ECM Annual Meeting
in Copenhagen**

19.30 Gathering in the lobby of Palais de la
Méditerranée

20.00 Seated Dinner at Marc Chagall Museum
address : Avenue du Docteur Ménard, Nice
dress code : cocktail

22.30 Transfers back to the hotels or option to
experience Nice night life at **Atrium café**

FRIDAY 22ND FEBRUARY

- 09.00 - 10.30 **Board Meeting including Coordination Group**
Chaired by Garry White (ECM CEO)
*Knowledge Groups chairs and Board members only**
- 10.00 - 10.30 **Choosing for the clients: how operators select where they go and what they do**
Tom Jenkins, Director, ETOA
Open session for all delegates
- 10.30 - 14.30 **Board Meeting**
Board members only - lunch served in the room*
- 10.30 - 11.00 Coffee Break
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- 11.00 - 12.00 **Knowledge Group Online Marketing and Sales AND Knowledge Group Tourist Information Centres**
Going digital in the TIC – Best 2013 trends
Jean-Luc Boulin, e-tourisme
Open session for all delegates
- 12.00 - 13.30 Lunch
-
- 13.30 - 14.30 **Knowledge Group Tourist Information Centres**
Chaired by Synne Myhre (Oslo)
Observers welcome
- 13.30 - 15.00 **Knowledge Group Culture and Events**
A journey to Nantes - The city turned upside down by art by Aurélie Péneau, Director touristic development «A journey to Nantes»
Lisbon Story Centre – Why a new historical attraction in the center of Lisboa? by André Moura, Tourist Board of Lisboa
Historium Brugge: how to gear city marketing towards greater heights by René Tolenaers, Director of Sales & Marketing Communication, Historium Brugge
Open session for all delegates
- 13.30 - 14.30 **Knowledge Group Research and Statistics**
Competing with website analytics: how to make the most of your web data? by Irem Önder, MODUL University Vienna
Open discussion on website analytics moderated by Olivier Ponti, Head of Research, Amsterdam Tourism & Convention Board
Open session for all delegates
- 14.30 - 15.30 **ECM Seminars Steering Group Part II**
Chaired by Gillian Cruddas, York
*Committee members only**
- 15.30 - 16.00 Coffee Break

Free evening

SATURDAY 23RD FEBRUARY

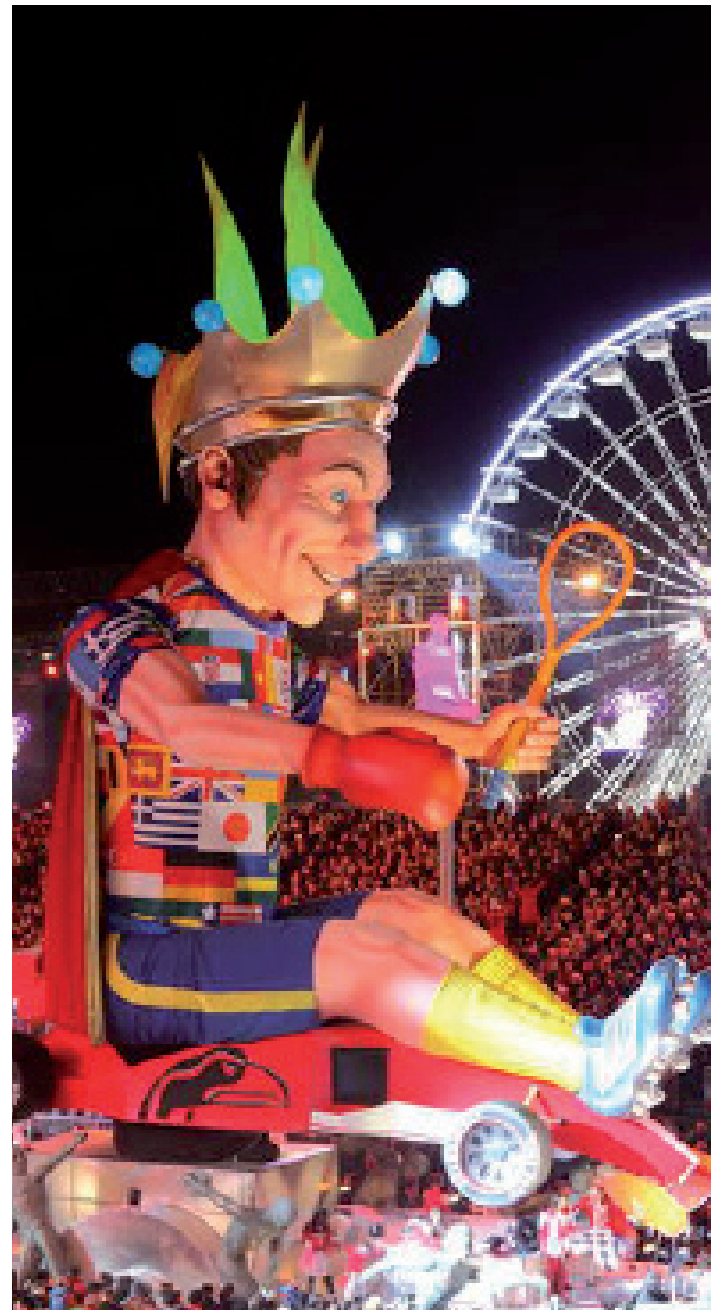
- 09.00 - 11.30 «Discover the heart of Nice» - Tour of the Old Town
Gathering in the lobby of Palais de la Méditerranée at 09.00
- from 14.30 **Carnival of Nice - Flower Parade**
- from 21.00 **Carnival of Nice - Carnival Parade of lights**

Our hostess at the welcome desk will deliver your tickets. With these, just go to any of the check points to access the Carnival.

YOU NEED TO PRE-REGISTER FOR GETTING TICKETS, PLEASE INFORM KATY SCHMITT AT katy@europeancitiesmarketing.com

SUNDAY 24TH FEBRUARY

- from 14.30 **Carnival of Nice - Carnival Parade**





ECM DESTINATION CRUISE FORUM NICE

February 20, 2013



Forums

The new ECM strategy 2013-16 aims to widen the exchange of information between members beyond the traditional “three conferences a year” by creating smaller forum events focused on a particular competitive niche subject/area.

Forums will only occur if there is a demand from members. They will usually take place the day before the main conference or attached to an industry event. Forums are designed to be functional and informative half-day events and typically an opportunity for members to share strategies and information in smaller groups than the traditional conference. Usually the format will be a number of short presentations followed by a round-table discussion through a moderator.

What is the Cruise Forum ?

The vast majority of ECM members have either an ocean, lake or river cruise product. The idea behind the Cruise Destination forum is to focus on cruise from the perspective of the City.

In particular, the forum will consider the following :

- Improving the City product for cruise visitors
- Improving the welcome for cruise visitors
- Improving itineraries to attract cruise visitors
- Converting cruise visitors into staying guests
- Assessing the value and impact of cruise visitors to the city
- Sharing best practice

The Forum is designed to be relevant for any city with an ocean/lake/river cruise product.



Format and speakers

The Format will be a series of presentations by four expert cruise speakers (see below) followed by a round-table discussion with the speakers and the member participants moderated by leading cruise consultant David Selby.

- David Selby, Managing Director, Traveleyields Consulting Ltd.
- Bo Nylandsted Larsen, Director, Cruise Baltic.
- Carla Salvado, Director, MedCruise.
- Joost Ouendag, VP Product Marketing Viking River

Registration and cost

Participation to the cruise forum is included in the registration fee for the ECM meeting in Nice. There is also a one-day fee applicable. Register now !



SOCIAL PROGRAMME

Saturday 23rd FEBRUARY

09.00 - 11.30 “Discover the heart of Nice” - Tour of the Old Town

Tour of the narrow streets of the old town to discover its sights, history, Baroque churches and picturesque markets. General presentation from the ancient Greeks to the present, highlighting the Belle Époque and the Baroque period. The colourful tour is punctuated with anecdotes to bring back to life past events and persons, as well as with taste of local product and workshops in different shops.



Carnival of Nice

The main winter event on the Riviera is one of the largest carnivals in the world, offering a programme of unforgettable entertainment ... from 15th February to 6th March 2013.

The theme for 2013 will be “King of the five continents”, the theme remaining true to its vocation of universality. A journey through time and space opening all perspectives to imagination. As for the guest of honour, the French-speaking world, Nice playing host to the French-speaking Games in 2013, it was a natural choice.

from 14.30 Flower Parade

from 21.00 Carnival Parade of lights



Sunday 24th FEBRUARY

from 14.30 Carnival Parade

WANT TO KNOW MORE ABOUT KNOWLEDGE GROUPS ?

What is a Knowledge Group?

Knowledge Groups (KG) are teams of experts in a particular field. Each Knowledge Group specialises in a different area, preparing reports or briefings, or running longer term projects such as events, surveys or statistical exercises.

What is the difference between open and closed Knowledge Groups?

Closed sessions of the KG are restricted to KG members only. The essence of our organization is to allow our members to benefit from the work that is undertaken within each Knowledge Groups. The KG decides whether they will communicate via intranet or make a presentation open to all members at the ECM meeting during so called open Knowledge Groups.

How can I join a Knowledge Group?

The closed KG are composed of members interested in sharing knowledge and expertise on a specific topic. You should be able to invest time to work for the group and attend to specific projects, and bring knowledge to the group. Also, you must be able to participate to at least 2 meetings per year. To join a group, please contact the chairperson. The open session of the Knowledge Groups are open to all ECM members. No need to ask permission, everybody is welcome!

Benchmarking Report - Editorial Board

Chairman: Clemens Költringer, Vienna
clemens.koeltringer@vienna.info



Goals:

The Editorial Board is in charge of the content of the 'ECM Benchmarking Report' as well as further development/improvement of the report and securing its data quality and consistency.

Current actions:

- Production of the ECM Benchmarking report
- Improve internal and external promotional activities (press releases, folders, online marketing, potential buyers database, etc.)
- Press release announcing first results at ITB
- Publish report at ECM Annual Conference in Copenhagen

City Cards

Chairman: Olivier Occelli, Lyon
oocelli@lyon-france.com



Goals:

- Promote your city card
- Share experience and knowledge in how to set up, run and sell a city card
- Develop your city card as a tool for marketing research.
- Get regular reports and surveys
- Do joint marketing
- Increase consumer awareness and encourage their purchase of city cards when travelling
- Meet your European colleagues during the CC Expert Meeting

Current actions:

- City Cards Project www.europeancitycards.com
- Travel Trade Guide
- monthly newsletter
- iPhone and Android applications
- annual City Cards Expert Meeting (this year in Copenhagen, 18-19 April 2013)
- monthly chat on Skype (to participate please contact Mathilde at mathilde@europeancitiesmarketing.com)
- 2 years benchmarking survey comparing all city cards of the ECM members (technology, pricing, economic model, attractions ...)

Culture and Events in European Cities

Chairwoman: Catherine Dardenne, Brussels
c.dardenne@visitbrussels.be



Goals:

- Discuss different techniques on how to bid for an event
- Share experience on organisation and financing of big events
- Exchange on the importance of culture when promoting the city

Current actions:

- Look for best practices to present in open KG
- Report with the survey results and work out some case studies
- These case studies could be the base to start to work on a manual for:
 - Product development: how to use the full potential of the cultural heritage and the USPs of a city? A checklist, a way to go about it. Tips and tricks.
 - The development of bidbooks including tips and tricks
 - a list of criteria/checklist for the relevance of events
 - development of a roadmap (manual) for the tourism promotion of big (cultural) events

Online Marketing & Sales

Chairman: Olivier van de Kerchove, Brussels
o.vandekerchove@visitbrussels.be



Goals: this group focuses on the way of communicating, informing and promoting via electronic channels like the web, e-mailings, newsletters etc.

Current actions:

- New lecturers for each session (less private companies, more independent lecturers)
- Re-launch Google Analytics benchmarking (in collaboration with R&S group)
- preparing new vision for the group.
- Preparing the presentation with hot subjects for 2013 (closed group).
- Dealing with etourisme.info team to make a long-term collaboration with them.

Research & Statistics

Chairman: Olivier Ponti, Amsterdam
o.ponti@atcb.nl



Goals: Coordinate research activities within the network and in collaboration with our partners.

Current actions:

- Publication ECM Meetings Statistics Report
- Publication quarterly Research newsletter
- Publication quarterly City Tourism Monitor
- Publication ECM-MKG Observatory
- Participation to TourMIS workshop and international seminar on key performance indicators
- Various meetings with third parties concerning projects currently discussed within the group
- www.citytourismbenchmark.com
- shopping barometer

Tourist Information Centres

Chairwoman: Synne Myhre, Oslo
synne.myhre@visitoslo.com



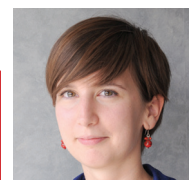
Goals:

- Improve the role of TIC in your destination
- Strengthen city tourism by sharing knowledge on TIC
- Boost the efficiency in TIC daily work
- Increase the financial output of TICs
- Deliver better services to the traveller

Current actions:

- monthly chat on Skype (to participate please contact Mathilde at mathilde@europeancitiesmarketing.com)
- TIC Winter School/Academy (in project)
- City Hospitality project

For more information on the Knowledge Groups, to participate to the CC and TIC chats, to join the CC Project, please contact Mathilde at mathilde@europeancitiesmarketing.com



HOTEL INFORMATION

PALAIS DE LA MEDITERRANEE *****

13 Promenade des Anglais 06000 NICE
Conference Venue

On the Promenade des Anglais, the Palais de la Méditerranée is one of the most beautiful hotels on the Riviera. This magnificent 5* hotel features 187 rooms including 14 suites boasting sea or city views, each with terrace or balcony and complimentary wireless broadband. The Palais de la Méditerranée has the highest conference capacity of all hotels in Nice, with 1700 square metres spread across 7 rooms, to accommodate your meetings, conferences, seminars, conventions or dinner parties. Hotel guests will also enjoy free access to the Turkish bath, sauna, and fitness room. The five salons in the hotel are all exposed to natural daylight, air conditioned, soundproofed, and feature the latest generation equipment technology, wireless broadband and are fully scalable and customisable. The two salons within the Casino, Vénitien and Azur, both have direct access, a private lounge and a cloakroom, and offer evening dancing and music entertainment. The third salon is a lounge bar restaurant, which serves bistro-chic Mediterranean seasonal food. It has its own terrace located right by the pool where you can host dinner parties for up to 80-seated guests.

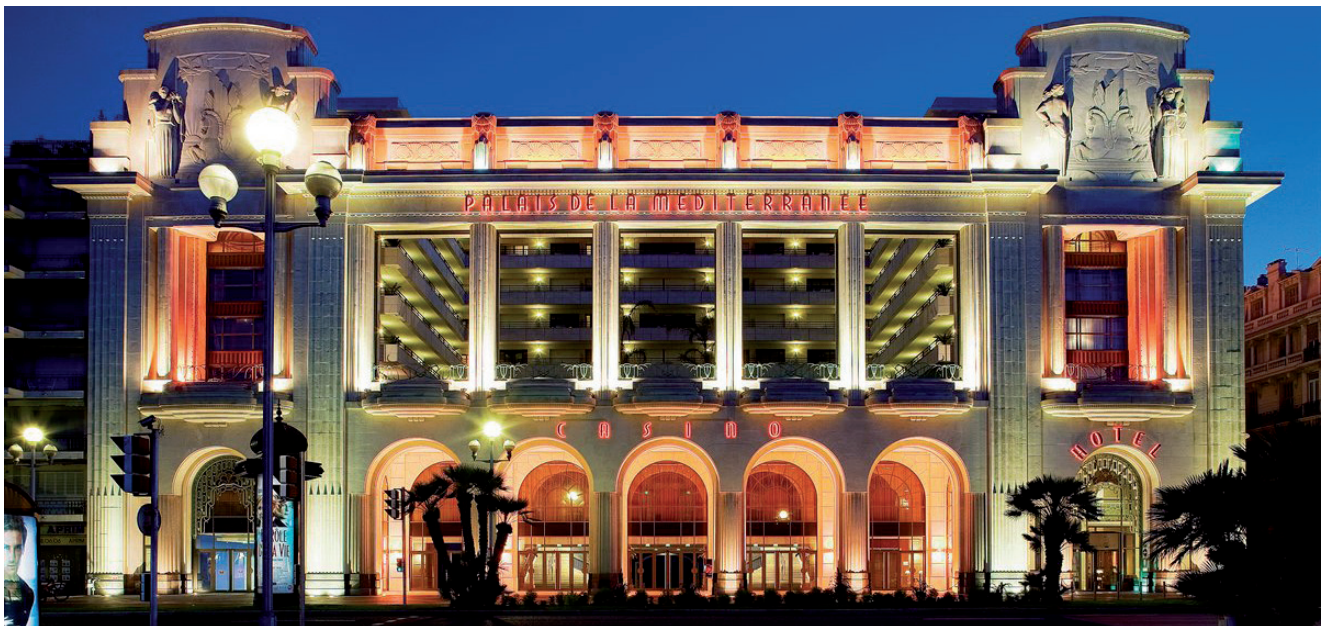
Room rates (breakfast and tax included)

Single room (city view): 110€/night

Double room (city view): 140€/night

e-mail: reservations@concorde-hotels.com
<http://palais.concorde-hotels.fr>

Please download the **booking form** to book your room



HOTEL LE MERIDIEN ****

1 Promenade des Anglais 06000 NICE

Ideally located in the heart of the city of Nice, the most prestigious address in town, at n°1 Promenade des Anglais, and a few steps from the old town, the Massena square or the most luxurious boutiques. The 301 rooms and 17 prestigious suites offer upscale comfort and are well-appreciated for their elegant and modern design. The hotel offers a breathtaking view of the Mediterranean sea and the jardins Albert 1er. Car rental, high speed internet in rooms, wifi on request, 1 000 m2 of business center, 11 fully modular meeting rooms, public parking with 350 spaces (direct access to the hotel). 2 Mediterranean restaurants: « Le Colonial Café » with its sea food corner and « La Terrasse » located on the panoramic rooftop terrace.

Room rates (breakfast and tax included)

Single room (city view): 110€/night

Double room (city view): 125€/night

e-mail: meetings.nice@lemeridien.com
www.lemeridiennice.fr

Please follow the **link** to book your room

CONFERENCE FEES

	Before February 4	After February 4
ECM Members (1 st & 2 nd delegate)	EUR 430	EUR 450
ECM Members (3 rd delegate & more)	EUR 390	EUR 420
ECM Members 1 day fee*		EUR 300
Non-members	EUR 500	EUR 600
Accompanying persons**		EUR 200

The conference fee includes attendance to the conference, lunches on Thursday and Friday, cocktail reception on Wednesday, seated dinner on Thursday, coffee breaks and social programme on Saturday.

** 1 day fee includes attendance on 1 day and either cocktail reception on Wednesday OR seated dinner on Thursday.*

***Partners/Spouses may take part as an accompanying guest that includes cocktail reception on Wednesday and seated dinner on Thursday and social programmes on Saturday*

REGISTRATION

Please visit www.europeancitiesmarketing.com and register online before February 4th, 2013. If you have any questions, please contact Katy Schmitt at katy@europeancitiesmarketing.com.

PAYMENT & CANCELLATION POLICIES

Conference

The conference fee is payable by online payment via the registration platform or bank transfer to ECM.

Any cancellation must be sent in writing to katy@europeancitiesmarketing.com. In case of cancellation by 10th February 2013 we will refund your registration fee. After this date a cancellation fee of 100 € will be charged.

Hotels

Hotels room rates are guaranteed (upon availability) until:

4th February for Palais de la Méditerranée and 20th January for Le Méridien

Palais de la Méditerranée :

Cancellation before 4th February 2013: no penalties

Between 5th and 12th February included: 50% of the entire stay will be charged over participant's credit card

From 13th February 2013 to the arrival date: 100% of the entire stay will be charged over participant's credit card

Any shorten stay will be billed on the basis of the entire stay previously booked.

No shows/Go show: 100% of the entire stay will be charged over participant's credit card

Le Méridien :

If you cancel between 7th January 2013 and 3pm hotel time on 5th February 2013, there will be no forfeiture amount.

If you cancel after 3pm hotel time on 5th February 2013, the forfeiture amount will be a 1 night stay. If you cancel after 3pm hotel time on 12th Feb 2013, the forfeiture amount will be 100%.

PRACTICAL NICE

Practical information

CLIMATE

Nice enjoys an exceptional microclimate that has made its renown for nearly two centuries. Open to the sea, the city is protected from the wind by the surrounding hills, to the West by the Esterel Massif and, to the Northwest by the barrier of the Mercantour Alps.

The climate is always mild in winter and never too hot in summer due to the sea breeze. It is not rare to have lunch outdoors on a terrace wearing no more than a T-shirt in February when the rest of France is shivering in the cold.

In February: Average temperature 10°C (50°F) in the morning and 15°C (59°F) in the afternoon

TIME ZONE

GMT + 1 hour

How to get to the hotels

From the airport

Bus n° 98. 4 € for one ticket valid one day long

A taxi will take approx. 20 minutes and average rate is 30 / 35 €

From the train station

From the central train station (exit on the left) you can take the tramway until Place Masséna and walk to the hotels (8/12 minutes walk).

Inside the city centre

Tramway : the n° 1 line offers a north-east connection passing through the city centre along the avenue Jean Médecin and through the Place Masséna 21 hours a day! Every day from 4am to 1am

A single bus/tram and price :1€ (except busses 98 and 99)

The Nice Convention Bureau will be glad to offer all ECM participants a free congress pass valid from 21st February until 23rd February on all public transportation - pick up from the ECM welcome desk at Palais de la Méditerranée

Barter agreement with Air France and conference codes

Air France, a privileged partner of the Nice Convention & Visitors Bureau, offers special rates for organizers and participants accessible online process directly at

http://www.airfrance.fr/FR/fr/local/www_airfranceklm-globalmeetings_com.htm

The discount code is 18289AF



WITH SPECIAL THANKS TO OUR SPONSORS



In cooperation with



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HOSPITALITY

LA FOLLE ENTREPRISE 



For further information please contact:
European Cities Marketing
29 D rue de Talant, 21000 Dijon, France
Tel. +33 380 56 02 04
Fax +33 380 56 02 05
katy@europeancitiesmarketing.com
www.europeancitiesmarketing.com